

LEO BURNETT COMPANY, Inc.

Ad No. 464—Reg. No. 73252—B&W—7 x 10 in.—Trade, 1970

(B)

Printed in U.S.A.

# Learning the truth about your cigarette business is as easy as A-B-C.

**A.** When you're at the SMI Convention at the Astro Hall in Houston, May 3-6, come to the Philip Morris Booth 601-3.

**B.** Ask for a Philip Morris Computer Analysis of your new cigarette profit economics. Maybe your cigarette merchandising policies are keeping you from realizing your full cigarette net profit potential. You will get an individualized print-out that tells you a number of ways to put extra net profit

dollars in your pocket.

As well as facts that can help you deal with out-of-stock and inventory control. All based on your volume, number of stores, and market area.

**C.** Philip Morris supermarket specialists will be glad to show

you how to help determine proper cigarette shelf space, and how this move can favorably affect your turnover and volume.

That's all there is to it.

A-B-C, just like that.

From a standpoint of what you learn about your cigarette business, it could be the most profitable truth session you ever had at an SMI Convention.



**PHILIP MORRIS U.S.A.**



2061192054